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# Sports journalism language evolution: Prospects and limitations

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## Abstract

The article explores the evolutionary trend in the modern sport journalistic language, with a special attention to the evolution of the sports journalism on the whole and variation trends in the sport topics coverage styles. Modern developments in the sports industry including the technological improvements in the industry in many aspects including the event coverage technologies require new practical skills, abilities and competences being mastered and developed by a sport journalist. Persistent progress of the sport journalistic language will be given a top priority in the context of these trends, with a reasonable codification and adaptation of the language to the broad audience. One of the key problems of the modern sports journalism is the journalists' abilities, knowledge and skills to secure high quality, correctness and adequacy of the event coverage, including the comments and information analyses. Evolution process of modern sports journalistic language is dominated by the constant improvements in sport event coverage methods that are driven, among other things, by the language code transformations. It should be noted that the modern sport journalists need to give a due priority to the growing demand for the political correctness in language.

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## Keywords

Commentator, Corporate style, Information service methods, Language specifics, Sport dialect, Sport Journalist, Stylistic figures